APC CONTEST

At last the real thing is here. Now you can use Locoscript to send out millions of personalised letters, set up your own Readers Digest-type marketing company and use the recipient's name twice – in every sentence of your letters – automatically.

The Locoscript mail merge program will automatically insert data – typically names and addresses – into your letters, reading the data from either an Ascii or Locoscript file.

You mark the place in your text file where you want the data to be inserted and the mail merge program will do the rest – printing as many letters as you have data for.

The data file can be constructed either from within Locoscript using templates, or imported into an Ascii file from a database system.

The mail merge system can make decisions. For example, if you kept the value of your client's outstanding account in the data file with his name and address you could ask the program to send letters to those customers who owed you in excess of a sum specified by you.

The same technique could be used to send letters to all of the people listed in your data file who lived in Shropshire.

The mail merge program has a direct mode where data is taken from the keyboard and written into a text file. With a collection of pre-prepared letters and documents you could use this mode to quickly personalise correspondence.

We have acquired 30 copies of this software. To be in with a chance of winning one of them all you have to do is to answer the five questions below.

The Penny Black

1. *When was it first issued?*
2. *How much did it cost?*
3. *Who was the chap responsible for it?*
4. *What colour was it?*
5. *Was it gummed on the back?*

Write your answers on the back of a post card and send it to:

APC Mail Merge Competition, Brentwood House, 169 Kings Road, Brentwood, Essex CM14 4EF.

Entries to the competition close on September 30, 1986.

APC

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